



## MAYOR JERRY SANDERS PRESS RELEASE

FOR IMMEDIATE RELEASE

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### **SANDERS TO SAN DIEGO: SKIN CANCER IS PREVENTABLE**

#### **MAYOR URGES SAN DIEGANS TO PROTECT THEMSELVES AS TEMPERATURES SOAR** **MAYOR RECORDS PSA TO HELP IN SKIN CANCER AWARENESS**

**SAN DIEGO** – As part of a national survey the American Academy of Dermatology recently conducted, San Diego ranked 24<sup>th</sup> among 32 of the largest metropolitan areas graded on skin cancer awareness. As temperatures soar throughout the county, the Mayor urges residents to protect themselves from the dangers of ultraviolet light. The Mayor will also record a public service announcement to encourage citizens to “Be Sun Smart™”.

Skin cancer is one of the most common but preventable of cancers. People can easily protect themselves by wearing a hat and sunscreen and avoiding long stretches of sun exposure. But protecting ourselves – and especially our children -- from the sun isn’t something we should only do when we go to the beach -- it’s something we should do everyday. There are plenty of moisturizers that are made for everyday use that include SPF; they are grease free and can be applied easily in the morning before leaving the house.

Summer is one of the greatest times of year here in San Diego. We are fortunate to live in a very temperate environment with cool breezes. The problem with our environment is that it often masks the harmful effects of the sun. So, the bottom line is that we should all be aware of the sun and do our part to prevent skin cancer.

The Public Service Announcement will be part of a campaign, by the Academy, to make citizens more aware of skin cancer. In addition to informing San Diego residents about the dangers of sun exposure, the Public Service Announcement would also refer listeners to the Academy’s website ([www.aad.org](http://www.aad.org)) where they can take a sun-smart quiz. Those who complete the quiz will receive a personalized “grade” based on their responses along with some sun-safety tips and recommendations to help them incorporate sun protection into their life.

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